

# Vinality US Tour 2011

Held In Collaboration With The World Wide Sommelier Association and the Italian Sommelier Association

## New York Program, October 19<sup>th</sup> 2011

**Where:** Metropolitan Pavillion  
(125 West 18th Street, New York, New York 10011)

### Business Seminar Program (Room A - Metropolitan Suite)

- 9:30am-10:45am How to Build Your Business in the US Market **(seminar for producers)**
- 11:00am- 12:15am How has Social Media added to the conversation about wines? Is there a place for standardization and what makes someone an authority?
- 12:30am-1:45pm Technology, the 3-Tier System and Wine Sales - How Do Online Sales Impact Importers, Distributors and Retailers? What's the Value of Importers and Distributors Building Direct Relationships with Consumers?
- 3:15pm - 4:30pm From The Alps To The Mediterranean Sea: A Journey Trough The Italian Wine Regions. Part 1: *Prosecco And Friends: The Best Of Eastern Veneto*. Part 2: *Wines From Islands: Sicily And Sardinia The Biggest Mediterranean Vineyards* (Organized by Unione Italiana Vini)

### Guided Tastings (Room B - Metropolitan Suite)

- 11:00am-12:15am Morellino di Scansano: Tuscany's Hidden Gem (Organized by Consorzio di Tutela Morellino di Scansano)
- 12:45am-2:00pm Volcanic Italy - an exploration of the explosive white wines of Soave and Etna (Organized by Consorzio di Tutela Vini di Soave)
- 2:30pm-3:45pm Worldwide Sommelier Association Master Class: Discover the Excellence of Indigenous Italian Grape Varieties

### Grand tasting Room (South Pavilion)

- 1:00pm-2:00pm Speed Dating for unrepresented producers
- 1:00pm-6:30pm Grand Tasting

### Consumer Event with American Cancer Society

- 6:30pm-9:00pm Italian Women in Wine

**For more information visit:** [www.vinalitytour.com](http://www.vinalitytour.com)

#### RSVP:

<http://vinalityustour.eventbrite.com>

#### For questions only please contact:

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